

Allowed Signs



Wall Signs



Wall signs and Pole Sign



Monument Sign



Canopy Sign

Regulations

Subdivision signs

Subdivision signs are permitted in all districts and may be a maximum of seventy-five (75) square feet in area and ten (10) feet in height. A subdivision sign may not be a pole sign and there may be no more than two (2) subdivision signs per subdivision entrance.

Number of pole or monument signs

The number of pole signs or monument signs shall be limited to one such sign per public road frontage per lot or parcel, including directory signs; except that a lot or parcel that has more than two hundred and fifty (250) linear feet of public road frontage may have one additional pole or monument sign for each additional two hundred and fifty (250) feet of frontage or fraction thereof, provided each sign is at least one hundred and fifty (150) feet from any other pole or monument sign.

Wall signs

Wall signs are permitted in all non-residential zoning districts. Wall signs may not extend past the top of the parapet wall or roof eave and may not extend more than twelve (12) inches from the wall to which the sign is affixed.

For more sign regulations, please visit our website at www.cityoflongview.com

Prohibited Signs

Any sign using any combination of forms, words, colors, or lights which imitate standard public traffic regulatory, emergency signs, or signals; flashing signs; abandoned signs; snipe signs; stacked billboards, tri-billboards; signs in the right-of-way other than permitted by the City or the State, as appropriate, portable signs, and any temporary sign except those allowed in Section 85-53 of this Article.



Questions about the Sign Ordinance

Planning and Zoning
 903-237-1072
 410 S. High Street

Submit Sign Permit Applications to:

Building Inspections
 903-237-1057
 410 S. High Street

Code Enforcement

Environmental Health Division
 903-237-1285
 410 S. High Street

Download Sign Permit Applications

at:

building.longviewtexas.gov/permit-applications



City Of Longview

P.O. Box 1952
 Longview, Texas 75606
www.LongviewTexas.gov

Introduction

The purpose of the sign ordinance is to:

- Provide uniform sign regulations for the City of Longview that balance the right of individuals and businesses to identify themselves and convey messages with the right of the public to be protected against the unrestricted proliferation of signs.
- Encourage signs which are well designed; which preserve locally recognized values of community appearance; which protect public investment in, and the character of, public thoroughfares; which aid in the attraction of shoppers and other visitors who are important to the economy of the city; which reduce hazards to motorists and pedestrians traveling on the public roadways; and thereby promote the public health, safety and welfare.

Allowed Signs



Commercial banner signs that are attached in its entirety to walls or columns of the main building



Freestanding flag signs attached to light poles with no advertising

Prohibited Signs



Freestanding banner signs



Roof Signs



Snipe Signs



Portable signs

Other signs not allowed in the city:
Off-premise signs and signs in the Right-of-way.

Temporary Sign Regulations

Banners

- Commercial banners must be attached in its entirety to either the walls, poles, or columns of the main building; or to a wood or masonry fence.
- Commercial banners cannot be affixed to utility poles, support wires, or freestanding poles that are not a part of a building.

Balloon signs

- Balloon signs shall not be displayed for a period not to exceed fourteen (14) consecutive days per event and no more than four (4) events every twelve (12) months.
- No portion of the balloon signs may be located closer than five (5) feet from the public right-of-way and may not extend over any other property not under the control of the permit holder.
- It shall not extend to a height greater than thirty (30) feet above ground level unless it is attached to the roof of a building, in which case it shall not extend more than ten (10) feet above the highest part of the roof.
- Thirty (30) feet of clearance shall be maintained from all power lines to balloon.
- It shall remain properly tethered and meet the safety and construction requirements outlined in Article II of this chapter.
- This type of temporary sign requires a permit.

Garage sale signs

- Garage sale signs are limited to no more than two signs, outside of the right of way.
- Garage sale signs are limited to six (6) square feet maximum in size in residential districts and thirty-two (32) square feet maximum in size in non-residential districts.
- Garage sale signs must be located on private property with the permission of all property owners.
- Garage sale signs in the right of way (including on utility poles and street signs) are subject to immediate removal.
- Garage sale signs may be erected no more than forty-eight (48) hours prior to the garage sale and must be removed prior to forty-eight (48) hours after the garage sale.

New business signs

- One new business sign is allowed per business or tenant.
- The sign may be a maximum fifty (50) square feet in size, may be detached, and may be posted no more than ninety (90) days from the issuance of the Certificate of Occupancy.

Real estate signs

- Real estate signs must be on private property, outside the right of way.
- Only one real estate sign (1) per public road frontage, six (6) square feet maximum in size in residential districts, thirty-two (32) square feet maximum in size in non-residential districts

Streamers; pennants; flags

- Streamers, pennants and/or flags are allowed in C-1, C-2, I-1 and I-2 zoning districts.
- They must be in good condition and properly maintained.

Construction, builder's directional and development signs

- Construction, builder's directional and development signs must be on premise, outside the right of way, and may only remain during the time period during active construction or development.

Community event banners/signs

- permitted in any district and may be used to announce upcoming civic or community events in Longview. These banners may be installed twenty-one (21) days prior to and must be removed ten (10) days after the event.

Definitions

Banner sign: A temporary sign intended to be hung either with or without a frame, possessing characters, letters, illustrations, or ornamentations applied to paper, plastic, or fabric of any kind including commercial banners, central business district banners, and community event banners.

Community event banner/sign: A temporary sign used to announce an upcoming event sponsored by the City of Longview or any non-profit civic group, or an upcoming community event.